#### Gift Boxes Are **Customer Service**

Another new customer service is geared to make Kresge stores major gift shopping centers. For the first time this holiday season, with the pur-chase of gift items, customers can buy attractive gift boxes in the proper size for just 5¢.

The boxes are handsomely pat-terned in a new grass cloth design appropriate for any gift.

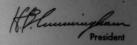
Stores can really stimulate their gift sales, stressed the sales department, with this customer service. Customers will appreciate this convenience and remember their Kresge store when they want to make additional gift purchases.

Topper signs have been sent to all Kreage stores for display in popular gift departments such as apparel and lingerie. Stores with P. A. systems are encouraged to publicize this new customer convenience. Sales personnel should suggest the gift box service at every opportunity, concluded the sales department.



Your accomplishments in 1964 have made this Christmas an especially joyous one for your company. I delight in this opportunity to thank you, and extend the season's greetings to you and your family.

Merry Christmas and Happy New Year





# District Men To Hear 1965 Sales Strategy

The 1965 District Managers' discuss overall operational plans Conference will be held at the Detroit Office February 1 through February 5. All 42 district managers, regional office executives and regional merchandise managers will hear D. O. executives, the D. O. sales department and buyers outline merchandising sales promotion plans for 1965.

Ervin E. Wardlow, sales director and general merchandise manager, announced: "The main theme of the 1965 meeting will be a com-plete discussion of the merchandis-ing and sales promotion programs in keeping with the rapid expan-sion of stores.

with everyone working as a team on our sales promotion and merchandising plans, we will pro-duce sales and profits that are up to our expectations. The Kresge Company has been a leader in producing sales increases in our field for 1984 and we are going to continue to be the leader during 1982."

Harry B. Cunningham, president;
Fred K. Nieman, vice president in harge of store management and operations; Claude M. Booker, vice president in charge of merchandissing; C. Lloyd Yohe, vice president in charge of discount operations; U. Esturges, vice president in charge of personnel, and John E. Sturges, vice president in the field to further charge of personnel, and John E. Sterigthen our promotion and mer-Hearst, vice president, finance, will

Jupiter stores.

Buyers will present new mer-chandise lines and promotional plans in conjunction with the sales department. To stimulate ideas and communication be-tween men in the field and the buying offices, each buyer will devote a part of his presentation time to an open discussion period.

Following the five-day D. O. meeting, each regional office will hold one-day conferences with regional officials and district managers focusing the 1965 sales program on their respective regions and stores.

and stores.

Each district manager will then relate the plans to managers in his territory at a two-day meeting, after which store managers will pass the information on to their own organizations.

Mr. Wardiow pointed out: "With the expansion program that Mr. Cunningham h as outlined for 1965, meetings such as this one are very important to enable Kresge, K-mart and Jupiter stores to be methandised for maximum sales and profit.

## Pool Racks Up Big Sales

Those smoky, old pool halls have changed for the better. Thousands of pool halls across the country have been outfitted with carpeting, chandeliers and soda fountains in keeping with the national trend to fam ily recreation, reported Buyer Henry E. Mertins

Pool has become a family sport with nearly as many women participants as men, he said. The residing a factures cotton billiard cloth, and the seven-foot-long pool table ricipants as men, he said. The result of the game's new respectability has been increased sales of home pool tables in Kresge and Kriene and January, the mart stores, especially in November. December and January, the ed sides, a built-in automatic ball peak selling months for the tables, he pointed out.

Mr. Mertins explained that young parents today want more and more family activities that will keep their children constructively oc-cupied and home pool tables fill this desire.

Of the various types and sizes of pool tables available in Kresge and K-mart stores, Mr. Mertins related that the seven-foot-long table is the most popular.



### JA'ers Sell Wares at D.O.

Detroit Office employees will have an opportunity in December to support company-sponsored Jun-ior Achievement companies. The Four JA firms plan to sell their products at the administration

Twy-Lite Company's 22 members, formerly manufacturers of Christmas candles, are now producing Sugar Daddies, holiday novelties. A Sugar Daddy is a snowman with a glass body that is filled with hard candy and a styrofoam head and top hat. A Sugar Daddy sells for \$1.00.

Astro Company has 21 JA men bers making brush lint remover. Their successful product has bee purchased wholesale by several De troit area Kresge stores. The lin remover retails at 69¢.

The 28 Junior Achievers in Compco Company are manufactur-ing decorator toss pillows which will probably retail for \$1.50 each.

## **Hardware Buyer Tests Expanded Lines at 4001**

A new idea in K-mart hard-ware departments is being tested at K-mart 4001, Pontiac, Mich. Hardware space there has been expanded to more than double the size of an av-erage K-mart hardware depart-ment.

E. James Haglund, associate buyer and director of K-mart hard-ware operations, reported that 2,000 additional square feet in 4001's hardware department enabl-ed the store to expand its hardware lines and add new ones.

The department, headed experienced tool and he man, opened to the pul November 5 and early say very gratifying, Mr. Hagi lated. Many items from the lines were reordered durfirst week.

